

Jeans'2005 International Trade Show in Moscow, Russia Opportunities for U.S. Firms

Summary. The report describes the upcoming Jeans' 2005 International Trade Show for Street and Casual Wear, which will be held in Moscow on February 22-25, 2005, and the various support the U.S. Commercial Service is offering to interested U.S. companies.
End summary.

Over the last couple of decades, jeans have become one of the most popular casual wear items in Russia for men, women and children. The market for jeans wear is estimated at about \$ 250 million. While local production of jeans is rapidly growing, about 60-80 percent of the market is currently satisfied by imports. The steadily growing demand for jeans in Russia made it possible for Zashita Expo, a trade show organizer to create a specialized trade show solely for jeans and casual wear.

Jeans, the 7th International Trade Show for Street and Casual Wear, will be held in the Crocus Expo exhibition center in Moscow, Russia, on February 22-25, 2005. The trade show will include the following product categories: jeans wear, casual wear, knitwear, headwear, footwear and accessories; as well as highlight everything for jeans wear production, such as fabrics, accessories, labels, thread, sewing machinery, washing machinery, finishing preparations and treatment technologies.

The trade show agenda will feature educational seminars and training programs for jeans manufacturers.

The event is held twice a year and has grown steadily over the three years of its existence. While only about 30 brands were introduced at the first Jeans trade show, the most recent Jeans trade show in August 2004 included 128 companies from 16 countries and two national pavilions (Poland and Serbia), and introduced over 100 brands. Though relatively small compared to other major international events outside of Russia, Jeans is the largest specialized trade show in the jeans and youth wear industry in Russia. The largest Russian wholesalers such as Russian Denim Center, Denim Center Soyuz, Denim center University, Unitex-N, Alion+, Zeos Trading, United Jeans Limited, Fashion Point, as well as the major Russian distributors of jeans wear, footwear and accessories, such as FB Lab, Elegance, General Jeans, Swell Sport, Westland, Russian Fashion House and many others, have exhibited at the trade fair.

Many Russian manufacturers of jeans wear and youth wear introduced their brands at the show, among them: Doctor-E, F5 Jeans, Jeansclub, L.S.Dub, Infinity, Maestro, Stranger, Ultra, Vanguard, Extra, Chameleon, Déjà vu, Gloria Jeans, Gee Jay, Drive and many others.

The following international brands of fabrics were exhibited in the trade show: Hellenic Fabrics, Montebello, Bellussi Group, Arwind Mills, Apac Anti Corpora, Atlantic Mills and others. Pfaff, Juki, Global, Bonis, Theobald and Tonello introduced their sewing and finishing equipment at the show.

About 9 thousand people from over 80 cities in Russia and 14 foreign countries attended the most recent show. Of this number, 56 percent of attendees represented the retail sector, 19 percent were from the wholesale sector, 11 percent represented manufacturers, and 7 percent were service company representatives.

The U.S. Commercial Service in Moscow (CS Moscow) recommends the Jeans trade show for U.S. company participation.

There are three ways to participate:

- Exhibiting in the show directly,
- Attending the show utilizing the Gold Key Service in Moscow and/or
- A Product Literature Center

For details on exhibiting in the show, interested companies should contact Ms. Svetlana Ponomareva, Trade Show Director at the following numbers/address:

Phone: +7 (095) 460-0510, 460-0766, 107-6466

Fax: +7 (095) 467-5001

Email: jeans@proexpo.ru

[Http://www.jeans-expo.ru](http://www.jeans-expo.ru)

If you are not ready to exhibit in the trade show in Russia, but would like to come to Russia to explore market opportunities in person, please consider our premium Gold Key Matching Service (GKMS). This service includes identifying potential leads, arranging appointments with possible partners, agents and distributors, and one of our Commercial Specialists accompanying you to the meetings. The GKMS costs \$600 for one day of meetings (follow-on days are \$300 per day). Logistical support (which includes making hotel reservations at discounted rates, securing a visa support letter, airport transfers, interpretation services and local ground transportation, etc.) is also available for an additional fee.

To assist U.S. firms who are interested in the Russian market, but are not ready to come to Russia to meet with potential Russian partners, nor directly exhibit in the show, CS Moscow will organize a U.S. Product Literature Center (PLC) at the Jeans trade show. U.S. companies are invited to participate in the PLC through via product catalogs. CS Moscow Commercial Specialist Marina Parshukova will work in the PLC booth during the show and will collect Russian leads for U.S. company-participants. After the show, the leads will be translated and reported to the U.S. company-participants for their follow-up.

For details on the GKMS and the PLC participation, please contact Marina Parshukova at the numbers/address below:

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